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**HOLLAR & CO.**

Seed Breeders and Growers

ROCKY FORD • COLORADO

# Cantaloupes - Squash - Cucumber

Sec. 34.66, P.L.&R.

U. S. POSTAGE

PAID

Permit No. 23

Rocky Ford, Colo.



Librarian  
U.S.. Dept. of Ag.  
Washington 25, D.C.



This year's seed; Next year's harvest; Vic Hollar



ROCKY FORD  
COLORADO

Phone: 69-J

# HOLLAR & CO.

— BREEDERS AND WHOLESALE GROWERS —

ROCKY FORD  
COLORADO

Phone: 69-J

ASK FOR QUANTITY DISCOUNT

5c per Lb. extra for Lots Less Than 10 Lbs.

FOR DEALERS ONLY

## AVAILABLE FOR IMMEDIATE DELIVERY

### DOUBLE-MILLED SEEDS FROM SELECT STOCK

*We Grow in the Best Seed-Growing Sections of Colorado and California*

WE OFFER THE FOLLOWING ITEMS F.O.B. ROCKY FORD, COLO. SUBJECT UNSOLD.  
BAGS EXTRA AT MARKET VALUE.

JANUARY

PRICE LIST NO. 4

Muskmelon and Cantaloupe		Squash and Pumpkin		Cucumbers	
	Per Lb.		Per Lb.		Per Lb.
Banana	\$.69	Bennings Green Tint	\$.55	A & C	Sold Out
Benders Surprise	Sold Out	Banana, Blue	.90	Lemon	Sold Out
Craig	.90	Banana, Pink	.87	Black Diamond, Long Strain	.79
Delicious, Harris	Sold Out	Buttercup	1.10	Boston Pickling	Sold Out
Delicious No. 51	Sold Out	Butternut	1.10	Chicago Pickling	Sold Out
Early Bender	Sold Out	Cangold (New)	.90	Colorado	Sold Out
Eden Gem	.80	Caserta	Sold Out	Cubit	.85
Edwards Perfecto Improved	.85	Cocozelle, Long Dark (Bush)	.60	Davis Perfect	.75
Emerald Gem	Sold Out	Connecticut Field	.65	Early Surecrop Hybrid	25.00
Far North	Sold Out	Crookneck, Early Yellow		Earliest of All	.59
Giant Perfection	Sold Out	Summer	.59	Early Cluster	.65
Golden Champlain, Early	Sold Out	Crookneck Giant Yellow	.65	Early Fortune	.59
Hackensack, Large, Ex. Early	.75	Cushaw, Green Striped	.59	Heinz Pickling	Sold Out
Hales Best Jumbo (True)	.90	Cushaw, Golden Improved	Sold Out	Long Green Improved	.70
Hales Best No. 36	Sold Out	Delicious, Golden	.70	Longfellow	.80
Hales Best No. 936	.78	Delicious, Green	.70	Marketer	Ask
Hearts of Gold	Sold Out	Hubbard, Blue	.70	Model	.70
Hollybrook Luscious	Sold Out	Hubbard, Chicago Warded	.70	National Pickling	Sold Out
Honey Dew, Green Flesh	.95	Hubbard, Golden	Ask	Niagara	Ask
Honey Rock	Sold Out	Hubbard, Improved Green	.85	Palmetto	Sold Out
Iroquois	Sold Out	King of Mammoths	Ask	Santee	1.10
Knights Early	.90	Large Sweet Cheese	Ask	Staysgreen, Long	.79
Long John, or Herrick	.90	Royal Acorn or Mammoth-		Staysgreen, Short	Sold Out
Mildew Resistant No. 45	.80	Table Queen	.59	Straight Eight	Ask
(Imperial or H. B. No. 45)	.80	Scallop, Green Tint	.55	Vaughn	.80
Netted Gem (Original)	.80	Scallop Early White Bush	.59	Vine Peach	Sold Out
Milwaukee Market	.75	Scallop, Mammoth White	.70	White Wonder	.85
New Yorker	Sold Out	Small Sugar, New England Pie	.54		
Osage, Early	.90	Straightneck, Early Prolific	.59		
Perfecto, Perfected	.85	Table Queen, Acorn, or			
Pollock No. 10-25	.90	Des Moines	.59		
Pride of Wisconsin	.70	Uconn (Bush Table Queen)	.59		
Queen of Colorado	.70	Zucchini, Black	.65		
Ridsen	.90	Zucchini, Gray	.65		
Rocky Ford Gold Lined	.80				
Rocky Ford, Genuine	.80				
Rocky Ford Earliest	.90				
Rocky Ford Junior	.90				
Schoon's Hardshell	Sold Out				
Tip Top	Sold Out				

"We warrant to the extent of the purchase price that seeds sold are as described on the container within recognized tolerances. Seller gives no other or further Warranty, expressed or implied."

Ask For  
Quantity Discount

Ask For  
Contract  
Price List

HOLLAR & CO.

Seed Breeders and Growers

ROCKY FORD COLORADO

REQUIRES  
NO POSTAGE

ORDER CARD

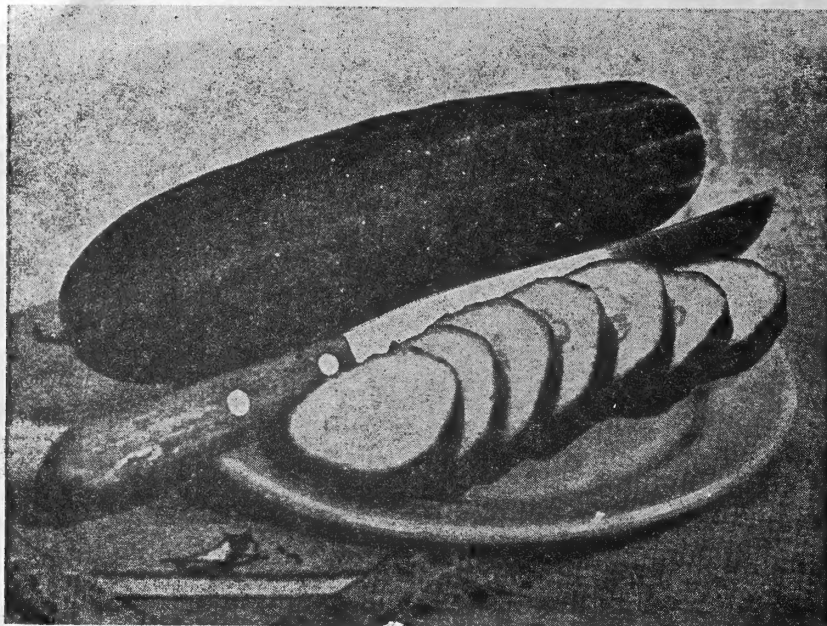
Price List No. 4

Please Ship Via \_\_\_\_\_ Date \_\_\_\_\_  
(For Shipment)

QUANTITY	KIND	VARIETY

DON'T FORGET  
YOUR NAME  
and ADDRESS





# HOLLAR & CO.

Wholesale Only

## Squash - Cucumber - Cantaloupe

SPOT ORDERS usually shipped same day order received. Rocky Ford is only 4 days via express from any station in the U. S. We also have daily rail and truck service connecting with the leading transportation lines.

### ***EARLY SURECROP***

58 Days — Disease Resistant Slicing Type

ALL-AMERICA WINNER

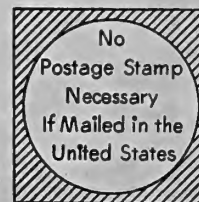
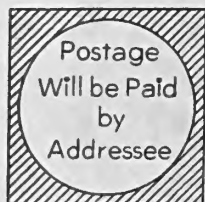
A.A.S. Bronze Medal for 1951

ALL-TIME ALL-AMERICAN 1953

per lb. \$25.00

Order today on the enclosed addressed card.

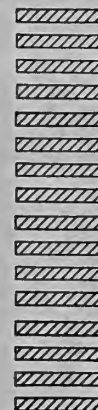
No Postage Required.



#### **BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 23, SEC. 34.9 P.L.&R. ROCKY FORD, COLO.

HOLLAR & CO.  
ROCKY FORD,  
COLORADO



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on ORDER CARD

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Quantity Discount

← Ask For  
Contract Catalog

← Shipments Made Same  
Day Order Is Received